



PATENT  
17207-00006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al.

Serial No.: 09/474,631

Filed: December 29, 1999

For: METHODS AND SYSTEMS  
FOR ANALYZING  
HISTORICAL TRENDS IN  
MARKETING CAMPAIGNS

:  
: Art Unit: 3623  
:  
: Examiner: Eric T. Shaffer  
:  
:

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MAR 18 2003

**GROUP 3600**

Commissioner for Patents  
Washington, D.C. 20231

**TRANSMITTAL**

1. Transmitted herewith is:  
Amendment in response to Office Action dated December 26, 2002; Submission of  
Marked Up Claims; Certificate of Mailing by Express Mail

**STATUS**

2. Applicant

☐ claims small entity status.  
☒ is other than a small entity.

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**CERTIFICATE OF MAILING/TRANSMISSION (37 C.F.R. 1.8a)**

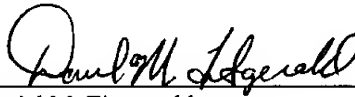
I hereby certify that this correspondence is, on the date shown below, being:

**MAILING**

☒ deposited with the United States Postal Service  
Express Mail, Post Office to Addressee, Label No.  
EV263874147US, addressed to the Commissioner for  
Patents, Washington, D.C. 20231  
Date: 3-13-03

**FACSIMILE**

transmitted by facsimile to the Patent and Trademark  
Office

  
Daniel M. Fitzgerald  
Reg. No. 38,880

### EXTENSION OF TERM

3. The proceedings herein are for a patent application and the provisions of 37 C.F.R. 1.136 apply.

(complete (a) or (b), as applicable)

- (a) \_\_\_\_\_ Applicant petitions for an extension of time under 37 C.F.R. 1.136  
(Fees: 37 C.F.R. 1.17(a)-(d) for the total number of months checked below:)

Extension for response within:	Other than small entity Fee	Small entity Fee (if applicable)
_____ first month	\$ 110.00	\$ 55.00
_____ second month	\$ 410.00	\$ 205.00
_____ third month	\$ 93.00	\$ 465.00
_____ fourth month	\$1,450.00	\$ 725.00
_____ fifth month	\$1,970.00	\$ 985.00

Fee: \$ \_\_\_\_\_

If an additional extension of time is required, please consider this a petition therefor.

*(Check and complete the next item, if applicable)*

\_\_\_\_\_ An extension of \_\_\_\_\_ months has already been secured. The fee paid therefor \$ \_\_\_\_\_ is deducted from the total fee due for the total months of extension now requested.

Extension fee due with this request \$ \_\_\_\_\_

OR

- (b) ☒ Applicant believes that no extension of term is required. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition for extension of time.

## FEE FOR CLAIMS

4. The fee for claims (37 C.F.R. 1.16(b)-(d)) has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT	(Col. 2) HIGHEST NO. PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA	SMALL ENTITY ADDITIONAL RATE FEE	OR	OTHER THAN SMALL ENTITY ADDITIONAL RATE FEE
TOTAL	MINUS		=0	x \$9 = \$		x \$18 = \$
INDEP.	MINUS		=0	x \$42 = \$		x \$84 = \$
— FIRST PRESENTATION OF MULTIPLE DEP. CLAIM				+ \$130 = \$		+ \$280 = \$
				TOTAL ADDITIONAL FEE \$	OR	TOTAL ADDITIONAL FEE \$

- (a) ☒ No additional fee for Claims is required

**OR**

- (b) \_\_\_\_\_ Total additional fee for claims required \$

## FEE PAYMENT

5. \_\_\_\_\_ Attached is a check in the sum of \$\_\_\_\_\_
- \_\_\_\_\_ Charge Deposit Account No. 01-2384 the sum of \$
- \_\_\_\_\_ A duplicate of this transmittal is attached.

## FEE DEFICIENCY

6. ☒ If any additional extension and/or fee is required, charge Deposit Account No. 01-2384.

**AND/OR**

- ☒ If any additional fee for claims is required, charge Deposit Account No. 01-2384.

7. \_\_\_\_\_ Other:



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314/621-5070



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AF/3623  
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Art Unit: 3623

Examiner: Eric T. Shaffer

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CERTIFICATE OF MAILING BY EXPRESS MAIL TO  
THE COMMISSIONER OF PATENTS AND TRADEMARKS

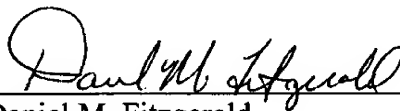
**Express Mail mailing label number: EV263874147US**

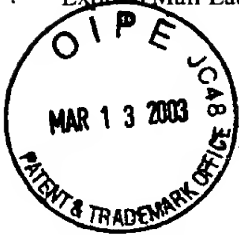
**Date of Mailing: March 13, 2003**

I certify that the documents listed below:

- Amendment Transmittal (3 pgs., in duplicate)
- Amendment in Response to Office Action dated December 26, 2002 (15 pgs.)
- Submission of Marked Up Claims (3 pgs.)
- Certificate of Mailing via Express Mail (1 pg.)
- Return post card

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above in an envelope addressed to Commissioner for Patents, Washington, D.C. 20231.

  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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**AMENDMENT AFTER FINAL**

Hon. Commissioner for Patents  
Washington, D.C. 20231

Applicants respectfully request consideration and entry of the following amendment submitted in response to the Office Action dated December 26, 2002 and made final.

IN THE CLAIMS

1. (twice amended) A method of evaluating marketing campaign data, the data being in the form of database scores, stored procedures, and On Line Analytical Processing (OLAP) multidimensional structures, said method comprising the steps of:

providing a plurality of analytic models including marketing and risk models;

evaluating at least one of a model and a combination of models using structures that segment gains charts to discover where at least one of a model and a combination of models is under performing;

evaluating at least one of a model's performance over time and a combination of models' performance over time; and

defining user trends.